

ESTTA Tracking number: **ESTTA1038703**Filing date: **02/27/2020**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Petition for Cancellation**

Notice is hereby given that the following party has filed a petition to cancel the registration indicated below.

Petitioner Information

Name	MATTEL, INC.		
Entity	Corporation	Citizenship	Delaware
Address	333 CONTINENTAL BOULEVARD TWR 15-1 EL SEGUNDO, CA 90245 UNITED STATES		

Attorney information	Jill M. Pietrini, Esq. SHEPPARD MULLIN RICHTER & HAMPTON LLP 1901 Avenue of the Stars, Suite 1600 Los Angeles, CA 90067 UNITED STATES JPietrini@SheppardMullin.com, PBost@SheppardMullin.com, LGlenn@SheppardMullin.com, RWalsh@SheppardMullin.com, MDanner@SheppardMullin.com, RLHudson@SheppardMullin.com 310-228-3700
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Registration Subject to Cancellation

Registration No.	5725469	Registration date	04/16/2019
International Registration No.	NONE	International Registration Date	NONE
Registrant	MATTELSA S.A.S CL 35 46 63 MEDELLIN, ANTIOQUIA COLOMBIA		

Goods/Services Subject to Cancellation


Class 025. First Use: 0 First Use In Commerce: 0

All goods and services in the class are subject to cancellation, namely: Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Athletic footwear; Athletic jackets; Athletic pants; Athletic shirts; Athletic shoes; Athletic shorts; Athletic skirts; Athletic sweaters; Athletic tights; Athletic uniforms; Bathing caps; Beach coverups; Beach shoes; Beachwear; Body suits; Dresses; Footwear; Girdles; Gym pants; Gym shorts; Gym suits; Headwear; Heels; Jackets; Pajamas; Pants; Sandals; Shirts; Shorts; Skirts; Socks; Sport shirts; Sport stockings; Sports bra; Sports caps and hats; Sports jackets; Sports jerseys; Sports jerseys and breeches for sports; Sports over uniforms; Sports pants; Sports shirts; Sports shoes; Sports vests; Suits; Swimwear; T-shirts; Trousers; Underwear; Vests; Beach footwear; Bermuda shorts; Children's underwear; Clothing for athletic use, namely, padded pants; Clothing for athletic use, namely, padded shirts; Clothing for athletic use, namely, padded shorts; Halloween costumes; Headwear, namely, hats and caps; Men's underwear; Shapewear, namely, girdles; Women's underwear

Grounds for Cancellation


Priority and likelihood of confusion	Trademark Act Sections 14(1) and 2(d)
Dilution by blurring	Trademark Act Sections 14(1) and 43(c)
False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or bring them into contempt, or disrepute	Trademark Act Sections 14(3) and 2(a)


Marks Cited by Petitioner as Basis for Cancellation

U.S. Registration No.	635129	Application Date	08/15/1955
Registration Date	10/02/1956	Foreign Priority Date	NONE
Word Mark	MATTEL, INC. M. TOYMAKERS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U022 (International Class 016, 018, 020, 022, 025, 028). First use: First Use: 1955/03/25 First Use In Commerce: 1955/03/25 [CHILDREN'S TOYS -- NAMELY, HURDYGURDIES, BURP GUNS, MUSICAL TRUCKS,] TOY AUTOS [, DRIVING SCHOOL, SWORDS AND SCABBARDS, "FARMER-IN-THE-DELL" TOY, JACK-IN-THE-BOX, MUSICAL BLACKBIARD PIE, COWBOY GE-TARS, MANDOLIN MUSIC BOXES, MUSIC BOXES, MUSIC MAKER BOOKS, BUBBLE HATS, AND BUBBLE PIPES]		

U.S. Registration No.	753681	Application Date	08/27/1962
Registration Date	07/30/1963	Foreign Priority Date	NONE
Word Mark	MATTEL		

Design Mark	
Description of Mark	NONE
Goods/Services	Class U022 (International Class 016, 018, 020, 022, 025, 028). First use: First Use: 1951/03/15 First Use In Commerce: 1951/03/15 Card, Board, and Parlor Games, and Toys-Namely, [Music Boxes, Pull Toys, MusicMaker Books, Ge-Tars and Ukes, and] Dolls

U.S. Registration No.	898209	Application Date	10/06/1969
Registration Date	09/08/1970	Foreign Priority Date	NONE
Word Mark	MATTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1969/07/08 First Use In Commerce: 1969/07/08 TOYS		

U.S. Registration No.	1810905	Application Date	03/22/1993
Registration Date	12/14/1993	Foreign Priority Date	NONE
Word Mark	HOT WHEELS MATTEL		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 028. First use: First Use: 1982/12/00 First Use In Commerce: 1982/12/00 toy vehicle [and raceset; namely, launcher, tracks, building structures,] and accessories therefor

U.S. Registration No.	1961774	Application Date	02/21/1995
Registration Date	03/12/1996	Foreign Priority Date	NONE

Word Mark	HOT WHEELS MATTEL
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Design Mark	
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Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1995/01/00 First Use In Commerce: 1995/01/00 clothing, namely tee shirts

U.S. Registration No.	2152707	Application Date	03/16/1995
Registration Date	04/21/1998	Foreign Priority Date	NONE

Word Mark	MATTEL
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Design Mark	
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Description of Mark	NONE
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Goods/Services	<p>Class 009. First use: First Use: 1997/10/25 First Use In Commerce: 1997/10/25 [prerecorded computer storytelling software, audio and video cassettes featuring games and storytelling, musical sound recordings featuring games and storytelling, audio sound recordings featuring games and storytelling and video sound recordings featuring games and storytelling, screensaver programs, CD-ROM featuring directories of toy vehicles, all for informational, educational and entertainment uses; and, merchandising kiosks for use with computer software, audio sound and video sound recordings, and the like, for informational, educational and entertainment uses]</p> <p>Class 028. First use: First Use: 1951/03/15 First Use In Commerce: 1951/03/15 [coin-operated arcade games, prerecorded computer game cartridges, cassettes, cards, discs and programs for informational, educational and entertainment uses; electronic hand-held games; computer game joysticks, adapters, connectors and controllers for use with prerecorded computer software, audio and video cassettes, CD-ROM, game cartridges, game cassettes, game cards and game discs, all for informational, educational and entertainment uses; cartridges, cards, discs and programs for informational, educational and entertainment uses]</p>
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	Class 042. First use: First Use: 1996/11/00 First Use In Commerce: 1996/11/00 providing access to interactive computer on-line services featuring games, stories and directories for toys, games and sporting goods		
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U.S. Registration No.	3540894	Application Date	02/08/2007
Registration Date	12/02/2008	Foreign Priority Date	NONE
Word Mark	THE MATTEL TOY STORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2003/06/01 First Use In Commerce: 2003/06/01 RETAIL STORE SERVICES FEATURING TOYS		

U.S. Registration No.	3165874	Application Date	03/25/2003
Registration Date	10/31/2006	Foreign Priority Date	NONE
Word Mark	MATTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2006/07/31 First Use In Commerce: 2006/07/31 RETAIL STORE SERVICES FOR A FULL LINE OF TOYS AND CHILDREN'S PRODUCTS		

U.S. Registration No.	3298755	Application Date	04/20/2004
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	MATTEL		

Design Mark	
Description of Mark	
Goods/Services	
	Class 036. First use: First Use: 2007/02/23 First Use In Commerce: 2007/02/23 BANKING AND FINANCIAL-RELATED SERVICES,NAMELY, DEBIT CARD AND CREDIT CARD SERVICES

U.S. Registration No.	3041794	Application Date	03/09/2005
Registration Date	01/10/2006	Foreign Priority Date	NONE
Word Mark	MATTEL		
Design Mark			

Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 1978/08/22 First Use In Commerce: 1978/08/22 CHARITABLE FUNDRAISING SERVICES

U.S. Registration No.	3119649	Application Date	03/09/2005
Registration Date	07/25/2006	Foreign Priority Date	NONE


Word Mark	MATTEL CHILDREN'S FOUNDATION
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Design Mark	
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Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 1978/08/22 First Use In Commerce: 1978/08/22 CHARITABLE FUNDRAISING SERVICES

U.S. Registration No.	4077785	Application Date	08/10/2010
Registration Date	12/27/2011	Foreign Priority Date	NONE


Word Mark	MATTEL
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 042. First use: First Use: 2009/10/15 First Use In Commerce: 2009/10/15 COMPUTER SERVICES, NAMELY, CREATING AN ONLINE COMMUNITY FOR REGISTERED USERS TOPARTICIPATE IN DISCUSSIONS, GET FEED-BACK FROM PEERS AND ENGAGE IN SOCIAL NETWORKING
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U.S. Registration No.	4106374	Application Date	08/10/2010
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Registration Date	02/28/2012	Foreign Priority Date	NONE
Word Mark	MATTEL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2009/10/15 First Use In Commerce: 2009/10/15 COMPUTERIZED ONLINE ORDERING SERVICES IN THE FIELD OF TOYS, GAMES AND PLAYTHINGS; ELECTRONIC COMMERCE SERVICES, NAMELY, PROVIDING INFORMATION ABOUT PRODUCTS VIA TELECOMMUNICATION NETWORKS FOR ADVERTISING AND SALES PURPOSES		

U.S. Registration No.	4485512	Application Date	03/11/2011
Registration Date	02/18/2014	Foreign Priority Date	NONE
Word Mark	MATTEL 12 DAYS OF PLAY		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2010/12/14 First Use In Commerce: 2010/12/14 ADMINISTRATION OF A PROGRAM TO PROMOTE COMMUNITY SERVICE		

U.S. Registration No.	4400887	Application Date	01/13/2012
Registration Date	09/10/2013	Foreign Priority Date	NONE
Word Mark	MATTEL GAMES		

Design Mark	MATTEL GAMES
Description of Mark	NONE
Goods/Services	Class 028. First use: First Use: 2013/06/18 First Use In Commerce: 2013/06/18 ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING BOARD GAMES, PARLOR GAMES, PARTY GAMES, PLAYING CARDS AND CARD GAMES


U.S. Registration No.	4400906	Application Date	01/25/2012
Registration Date	09/10/2013	Foreign Priority Date	NONE


Word Mark	M MATTEL GAMES
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Design Mark	
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Description of Mark	The mark consists of THE WORDS "MATTEL GAMES" BELOW A DESIGN OF THE LETTER "M" WITHIN ANOTHER LETTER "M" WITH TWO DOTS AND TWO QUARTER CIRCLES THAT FORM A SMILING FACE DESIGN IN THE CENTER.
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Goods/Services	Class 028. First use: First Use: 2013/06/18 First Use In Commerce: 2013/06/18 ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING BOARD GAMES, PARLOR GAMES, PARTY GAMES, PLAYING CARDS AND CARD GAMES
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U.S. Registration No.	5350668	Application Date	05/22/2017
Registration Date	12/05/2017	Foreign Priority Date	NONE
Word Mark	MY MATTEL IDEAS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2017/04/30 First Use In Commerce: 2017/04/30 PROVIDING A CROWD SOURCING WEBSITE FOR RESEARCH AND DEVELOPMENT OF NEW PRODUCTS AND SERVICES THAT ALLOWS USERS TO SUBMIT PRODUCT IDEAS FOR TOYS, GAMES, PLAYTHINGS, BABY GEAR AND INFANT PRODUCTS		

U.S. Registration No.	5536939	Application Date	06/08/2017
Registration Date	08/07/2018	Foreign Priority Date	NONE
Word Mark	MV THE MATTEL VAULT		
Design Mark			
Description of Mark	The mark consists of a stylized letter "M" within a stylized letter "V", above the wording "THE MATTEL VAULT", all in the color gold. The color white represents background, outlining, shading, and/or transparent areas and is not part of the		

	mark.
Goods/Services	Class 028. First use: First Use: 2018/05/10 First Use In Commerce: 2018/05/10 TOY ACTION FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURE PLAY SETS AND ACCESSORIES THEREFOR; TOY VEHICLES AND ACCESSORIES THEREFOR, TOY VEHICLE PLAY SETSAND ACCESSORIES THEREFOR

Attachments	71693065#TMSN.png(bytes) 72339805#TMSN.png(bytes) 74370601#TMSN.png(bytes) 74636632#TMSN.png(bytes) 77102426#TMSN.png(bytes) 78404591#TMSN.png(bytes) 78583610#TMSN.png(bytes) 78583616#TMSN.png(bytes) 85103899#TMSN.png(bytes) 85103961#TMSN.png(bytes) 85264572#TMSN.png(bytes) 85515936#TMSN.png(bytes) 85525357#TMSN.png(bytes) 87458710#TMSN.png(bytes) 87480316#TMSN.png(bytes) Petition to Cancel MATTELSA Stylized in Class 25 - Mattelsa SAS.pdf(2559517 bytes)
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Signature	/Jill M. Pietrini/
Name	Jill M. Pietrini, Esq.
Date	02/27/2020

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

<p><i>In re Registration No. 5,725,469 for the trademark MATTELSA (Stylized) in Class 25</i></p> <p style="text-align: center;">Mattelsa</p> <p>Mattel, Inc.,</p> <p style="text-align: center;">Petitioner,</p> <p style="text-align: center;">vs.</p> <p>Mattelsa, S.A.S.,</p> <p style="text-align: center;">Registrant.</p>	<p>Cancellation No. _____</p> <p>PETITION FOR CANCELLATION</p>
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Commissioner for Trademarks
ATTN: Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Dear Commissioner:

Petitioner, Mattel, Inc., a Delaware corporation, having its principal place of business at 333 Continental Blvd., El Segundo, CA 90245 (“Mattel”), believes that it will be damaged by the trademark shown in U.S. Reg. No. 5,725,469 (the “Registration”), and hereby petitions to cancel such registration on the following grounds:

BACKGROUND AND PETITIONER’S ALLEGATIONS

A. Petitioner and its MATTEL Trademarks

1. Mattel is an American multinational toy and consumer products company founded in 1945. Mattel, through its family of companies, is a world leader in the design, manufacture and marketing of toys, games, playthings, entertainment, clothing, and various consumer products. Mattel’s portfolio of consumer brands includes American Girl®, Barbie®, Fisher-

Price[®], Hot Wheels[®] and many others. Mattel has a presence in more than 35 countries and territories, and sells products in more than 100 nations.

2. Mattel has used the trademark MATTEL in commerce since at least as early as 1951 for toys and dolls. The MATTEL line of toys have been extremely successful, spawning comic books, video games, animated television series, and motion pictures. The mark MATTEL is a coined word that was created by combining the first names of Mattel's founders Matt Matson and Elliot Handler. Attached hereto as **Exhibit A** are true and correct printouts from Mattel's website located at the domain name www.mattel.com/en-us, which provides information about the MATTEL line of toy products, on-line retail store services, and retail store services.

3. Mattel owns eighteen federal trademark registrations of the trademark MATTEL for games, toys, clothing, online games, banking and financial related services, charitable fundraising services, blogs, a crowd sourcing website for research and development of toys and other products, and retail store services (the "MATTEL Marks"). Mattel has used its MATTEL Marks in connection with the above-stated goods and services since the respective dates of first use. All of the registrations are valid and subsisting, and many are incontestable. Attached as **Exhibit B** are true and correct printouts from the Office's TESS and TSDR pages for Mattel's trademark registrations and copies of the registrations of the MATTEL Marks, showing status and title (collectively "Mattel's Registrations").

4. Mattel has developed extensive common law rights in its MATTEL Marks for use in connection with various goods and services.

5. Because of Mattel's tremendous success and acclaim, consumers have come to associate the MATTEL Marks with Mattel.

6. The MATTEL Marks are distinctive to Mattel's products and services and, over the years, have acquired a strong secondary meaning.

7. Mattel first used the MATTEL Marks at least as early 1951, a date long prior to Registrant Mattelsa, S.A.S.'s ("Mattelsa, S.A.S.") first use of, or application to register, the mark MATTELSA (Stylized).

8. The MATTEL Marks are famous, and were famous before the date of the Registration and before Registrant's first use of, or application to register, the mark MATTELSA (Stylized).

B. Registrant's Registration of MATTELSA (Stylized)

9. On July 10, 2018, Mattelsa, S.A.S. applied to register the mark MATTELSA (Stylized) for athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; athletic footwear; athletic jackets; athletic pants; athletic shirts; athletic shoes; athletic shorts; athletic skirts; athletic sweaters; athletic tights; athletic uniforms; bathing caps; beach coverups; beach shoes; beachwear; body suits; dresses; footwear; girdles; gym pants; gym shorts; gym suits; headwear; heels; jackets; pajamas; pants; sandals; shirts; shorts; skirts; socks; sport shirts; sport stockings; sports bra; sports caps and hats; sports jackets; sports jerseys; sports jerseys and breeches for sports; sports over uniforms; sports pants; sports shirts; sports shoes; sports vests; suits; swimwear; t-shirts; trousers; underwear; vests; beach footwear; Bermuda shorts; children's underwear; clothing for athletic use, namely, padded pants; clothing for athletic use, namely, padded shirts; clothing for athletic use, namely, padded shorts; Halloween costumes; headwear, namely, hats and caps; men's underwear; shapewear, namely, girdles; women's underwear in Class 25, based on Section 44(e) for its priority Colombia Registration No. 509799 registered December 29, 2014, of MATTELSA (Stylized) (the "Registration").

10. On April 16, 2019, the Office issued the Registration.

FIRST BASIS FOR CANCELLATION
(Likelihood of Confusion)

11. Mattel incorporates by reference the allegations contained in Paragraphs 1 to 10 herein.

12. Mattel has priority over Registrant and the Registration with respect to its MATTEL Marks.

13. Registrant's mark MATTELSA (Stylized) is confusingly similar to the MATTEL Marks.

14. The continued registration of the MATTELSA (Stylized) mark in U.S. Reg. No. 5,725,469 is likely to cause confusion, mistake, or deception as to the source or origin of, or affiliation, connection, or association with, Mattel's goods and services offered under the MATTEL Marks.

15. Registrant's registration of the MATTELSA (Stylized) mark is likely to cause confusion, mistake, or deception as to the source or origin of Registrant's clothing products offered under the MATTELSA (Stylized) Marks, and to draw a false association, sponsorship, connection, affiliation, or endorsement with Mattel and the MATTEL Marks.

16. The MATTEL Marks in Mattel's Registrations were used prior to the mark in Reg. No. 5,725,469.

SECOND BASIS FOR CANCELLATION
(Dilution)

17. Mattel incorporates by reference the allegations contained in Paragraphs 1 to 16 herein.

18. The MATTEL Marks are famous and distinctive within the meaning of the Federal Trademark Dilution Act. Registrant filed the Application which matured to the Registration after the MATTEL Marks became famous, and Registrant seeks to commercially use, or is using, the mark MATTELSA (Stylized).

19. The registration of the MATTELSA (Stylized) is likely to dilute the MATTEL Marks.

**THIRD BASIS FOR CANCELLATION
(False Suggestion Of A Connection)**

20. Mattel incorporates the allegations contained in Paragraphs 1 to 19 herein.

21. The name and mark MATTEL is associated with Mattel. The MATTEL toy company is and has been famous and world renowned for many years.

22. The MATTEL Marks were used prior to Registrant's use of MATTELSA (Stylized) (if any) or the filing date of the Application or issuance date of the Registration.

23. Registrant's proposed mark is the same or a close approximation of the name and mark MATTEL, which was created and previously used by and associated with Mattel. The name and mark MATTEL is recognized as such, in that it uniquely and unmistakably points to Mattel. Mattel is not connected with the goods offered, if any, by Registrant under the MATTELSA (Stylized) mark; and the fame and reputation of Mattel is of such a nature that a connection with Mattel is presumed when Registrant's MATTELSA (Stylized) mark is used for or with Registrant's goods.

24. The mark shown in the Registration is associated with Mattel, and thus, falsely suggests a connection with Mattel.

DAMAGE TO PETITIONER

25. As a result of all of the foregoing, the Registration would cause (a) a likelihood of confusion, mistake, affiliation, association, or deception with Mattel, the MATTEL Marks, and the goods and services offered by Mattel under the MATTEL Marks, or as to the origin, or Mattel's sponsorship or approval, of Registrant's goods or commercial activities; (b) cause a likelihood of dilution of the MATTEL Marks; and (c) falsely suggest a connection with Mattel.

26. Mattel is damaged by the Registration, in that such Registration gives Registrant a *prima facie* exclusive right to the use of MATTELSA (Stylized), despite the likelihood of

confusion, mistake, or deception with Mattel and the MATTEL Marks, likelihood of dilution, and false suggestion of a connection, described above, and allows Registrant to trade on Mattel's existing goodwill in the MATTEL Marks.

Please charge the required fee of \$400 for this Petition to Cancel to Deposit Account No. 50-4561.

WHEREFORE, Mattel prays that Reg. No. 5,725,469 issued on April 16, 2019, be canceled.

Respectfully submitted,

SHEPPARD MULLIN RICHTER & HAMPTON LLP

Dated: February 27, 2020

/Jill M. Pietrini/
Jill M. Pietrini
Paul A. Bost
1901 Avenue of the Stars, Suite 1600
Los Angeles, California 90067-6017
(310) 228-3700
Attorneys for Petitioner Mattel, Inc.

CERTIFICATE OF E-FILING

I hereby certify that this **PETITION FOR CANCELLATION** is being transmitted electronically to Commissioner of Trademarks, Attn: Trademark Trial and Appeal Board through ESTTA pursuant to 37 C.F.R. §2.195(a), on this 27th day of February, 2020.

/LaTrina A. Glenn/
LaTrina A. Glenn

SMRH:4832-0638-3028.2

Exhibit A


[Our Brands](#)
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Now You Can Prove It

Hot Wheels™ *id* blends traditional Hot Wheels® play with a digitally enhanced racing system.

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What's New At Mattel

We help children learn and develop through play. By inspiring wonder in the next generation, we shape a brighter tomorrow.



Meet Joss Kendrick™, Girl Of The Year™ 2020

The newest American Girl character loves catching air on her surfboard. But is Joss willing to take a chance on something new—like joining the cheer team—for the chance to defy limits and fly even higher?

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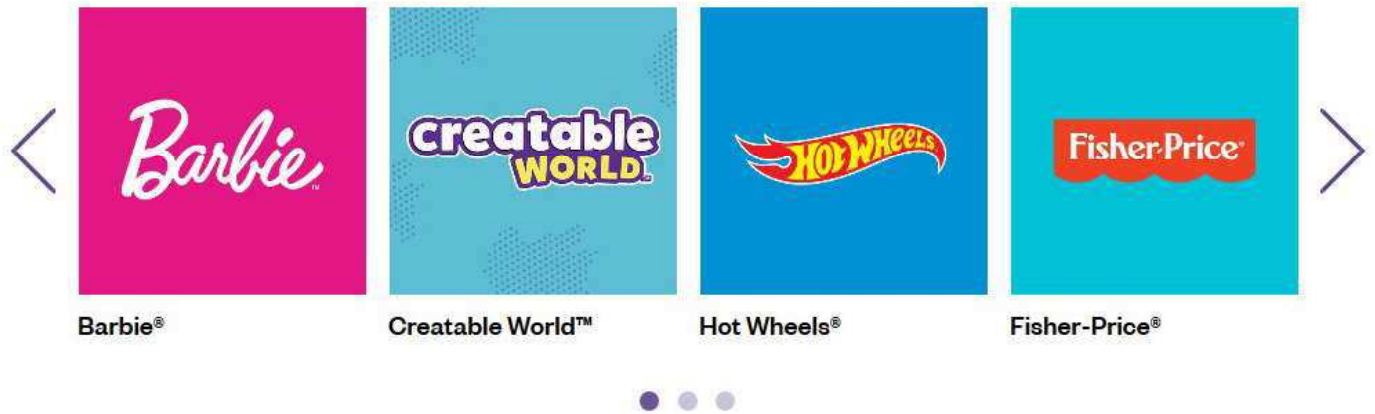

Express Yourself With Lotta Looks™!

Customize each doll's face and fashions to express yourself, tell a story, and create the cutest characters!

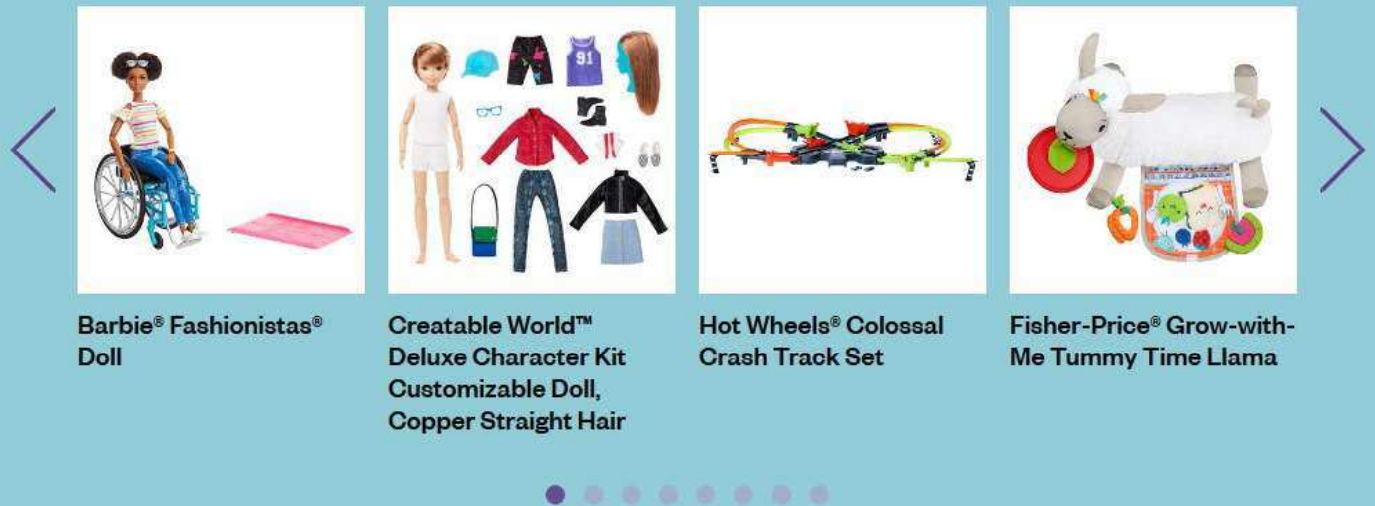
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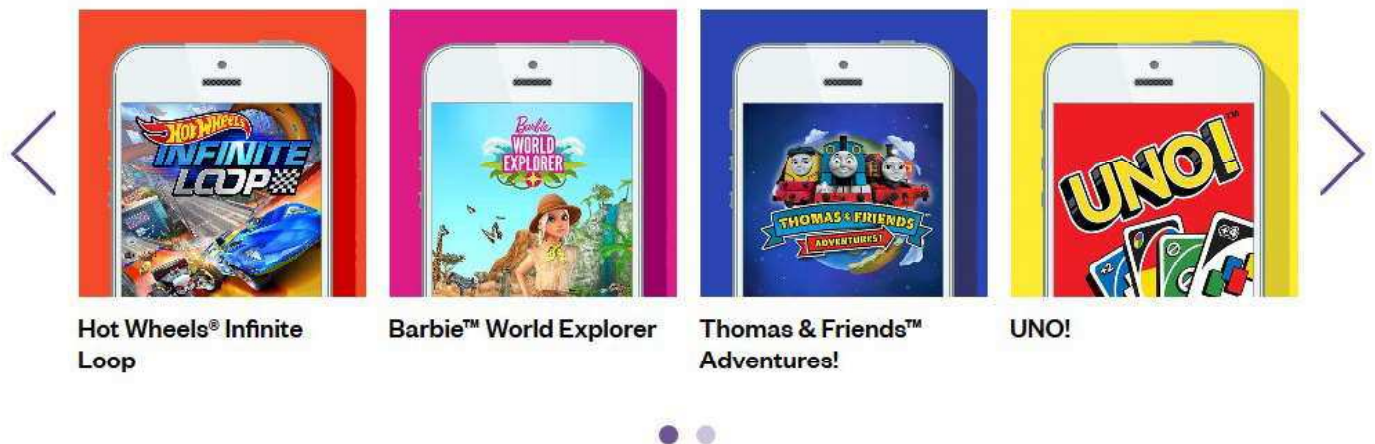


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- Fisher-Price®
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Exhibit B



United States Patent and Trademark Office

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[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)***Word Mark** MATTEL, INC. M. TOYMAKERS**Goods and Services** IC 016 018 020 022 025 028. US 022. G & S: [CHILDREN'S TOYS -- NAMELY, HURDYGURDIES, BURP GUNS, MUSICAL TRUCKS,] TOY AUTOS [, DRIVING SCHOOL, SWORDS AND SCABBARDS, "FARMER-IN-THE-DELL" TOY, JACK-IN-THE-BOX, MUSICAL BLACKBIARD PIE, COWBOY GE-TARS, MANDOLIN MUSIC BOXES, MUSIC BOXES, MUSIC MAKER BOOKS, BUBBLE HATS, AND BUBBLE PIPES]. FIRST USE: 19550325. FIRST USE IN COMMERCE: 19550325**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS**Design Search Code** 02.05.05 - Boys; Children, boy(s)
02.09.04 - Humans, including men, women and children, depicted sitting or kneeling; Kneeling, humans; Sitting, humans
24.05.01 - Circular or elliptical seals; Seals, circular or elliptical
24.11.02 - Crowns open at the top
26.01.07 - Circles with a decorative border, including scalloped, ruffled and zig-zag edges**Serial Number** 71693065**Filing Date** August 15, 1955**Current Basis** 1A**Original Filing Basis** 1A**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED**Registration Number** 0635129**Registration Date** October 2, 1956**Owner** (REGISTRANT) MATTEL, INCORPORATED CORPORATION CALIFORNIA 5432 W. 102ND ST. LOS ANGELES CALIFORNIA 90045

(LAST LISTED OWNER) MATTEL, INC. CORPORATION ASSIGNEE OF DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245

Assignment Recorded ASSIGNMENT RECORDED**Attorney of Record** MICHAEL MOORE**Prior Registrations** 0580818**Description of Mark** THE HORIZONTAL LINING IS A PART OF THE SWEATER DESIGN**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECTION 8(10-YR) 20170707.**Renewal** 4TH RENEWAL 20170707**Live/Dead Indicator** LIVE

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Mark: MATTEL, INC. M. TOYMAKERS



US Serial Number: 71693065

Application Filing Date: Aug. 15, 1955

US Registration Number: 635129

Registration Date: Oct. 02, 1956

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jul. 07, 2017

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States of America

United States Patent and Trademark Office



Reg. No. 635,129

Registered Oct. 02, 1956

**Renewal Term Begins
Oct. 02, 2016**

**10 Year
Renewal/Corrected**

U.S. Cl.: 22

Trademark

Principal Register

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

CLASS 22: [CHILDREN'S TOYS -- NAMELY, HURDYGURDIES, BURP GUNS, MUSICAL TRUCKS,] TOY AUTOS [, DRIVING SCHOOL, SWORDS AND SCABBARDS, "FARMER-IN-THE-DELL" TOY, JACK-IN-THE-BOX, MUSICAL BLACKBIARD PIE, COWBOY GE-TARS, MANDOLIN MUSIC BOXES, MUSIC BOXES, MUSIC MAKER BOOKS, BUBBLE HATS, AND BUBBLE PIPES]

FIRST USE 3-25-1955; IN COMMERCE 3-25-1955

OWNER OF U.S. REG. NO. 0580818

THE HORIZONTAL LINING IS A PART OF THE SWEATER DESIGN

SER. NO. 71-693,065, FILED 08-15-1955



Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office



United States Patent and Trademark Office

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Typed Drawing

Word Mark	MATTEL
Goods and Services	IC 016 018 020 022 025 028. US 022. G & S: Card, Board, and Parlor Games, and Toys-Namely, [Music Boxes, Pull Toys, Music Maker Books, Ge-Tars and Ukes, and] Dolls. FIRST USE: 19510315. FIRST USE IN COMMERCE: 19510315
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72151977
Filing Date	August 27, 1962
Current Basis	1A
Original Filing Basis	1A
Registration Number	0753681
Registration Date	July 30, 1963
Owner	(REGISTRANT) MATTEL, INC. CORPORATION CALIFORNIA 333 CONTINENTAL BOULEVARD M1-1518 EL SEGUNDO CALIFORNIA 902455012
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	DONALD AIKEN
Prior Registrations	0635129
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20130709.
Renewal	3RD RENEWAL 20130709
Live/Dead Indicator	LIVE

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Mark: MATTEL

No Image exists for this case.

US Serial Number: 72151977

Application Filing Date: Aug. 27, 1962

US Registration Number: 753681

Registration Date: Jul. 30, 1963

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office

Status: The registration has been renewed.

Status Date: Jul. 09, 2013

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States Patent Office

753,681
Registered July 30, 1963

PRINCIPAL REGISTER Trademark

Ser. No. 151,977, filed Aug. 27, 1962

MATTEL

Mattel, Inc. (California corporation)
5150 Rosecrans Ave.
Hawthorne, Calif.

For: CARD, BOARD, AND PARLOR GAMES, AND
TOYS—NAMELY, MUSIC BOXES, PULL TOYS,
MUSIC MAKER BOOKS, GE-TARS AND UKES, AND
DOLLS—in CLASS 22.

First use on or about Mar. 15, 1951; in commerce on
or about Mar. 15, 1951.

Owner of Reg. No. 635,129.



United States Patent and Trademark Office

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Word Mark	MATTEL
Goods and Services	IC 028. US 022. G & S: TOYS. FIRST USE: 19690708. FIRST USE IN COMMERCE: 19690708
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.01.07 - Circles with a decorative border, including scalloped, ruffled and zig-zag edges 26.01.21 - Circles that are totally or partially shaded.
Serial Number	72339805
Filing Date	October 6, 1969
Current Basis	1A
Original Filing Basis	1A
Registration Number	0898209
Registration Date	September 8, 1970
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BOULEVARD M1-1518 EL SEGUNDO CALIFORNIA 90245
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	MICHAEL MOORE
Prior Registrations	0635129;0753681;0867473
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20100825.
Renewal	3RD RENEWAL 20100825
Live/Dead Indicator	LIVE

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Mark: MATTEL



US Serial Number: 72339805

Application Filing Date: Oct. 06, 1969

US Registration Number: 898209

Registration Date: Sep. 08, 1970

Register: Principal

Mark Type: Trademark

**TM5 Common Status
Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 25, 2010

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 28

Prior U.S. Cl.: 22

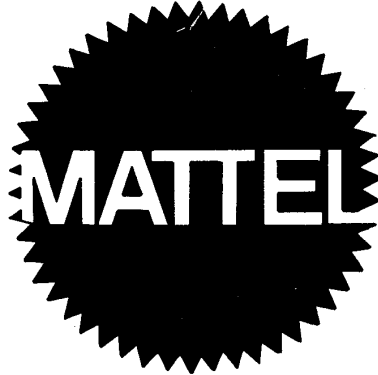
United States Patent and Trademark Office
10 Year Renewal

Reg. No. 898,209

Registered Sep. 8, 1970

Renewal Approved Oct. 11, 1990

TRADEMARK
PRINCIPAL REGISTER



MATTEL, INC. (DELAWARE CORPORATION)
5150 ROSECRANS AVE.
HAWTHORNE, CA 90250

FOR: TOYS, IN CLASS 22 (INT. CL. 28).

FIRST USE 7-8-1969; IN COMMERCE 7-8-1969.

OWNER OF U.S. REG. NOS. 635,129, 753,681 AND 867,473.

SER. NO. 72-339,805, FILED 10-6-1969.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 20, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

United States Patent Office

898,209
Registered Sept. 8, 1970

PRINCIPAL REGISTER Trademark

Ser. No. 339,805, filed Oct. 6, 1969



Mattel, Inc. (Delaware corporation)
5150 Rosecrans Ave.
Hawthorne, Calif. 90250

For: TOYS, in CLASS 22 (INT. CL. 28).
First use July 8, 1969; in commerce July 8, 1969.
Owner of Reg. Nos. 635,129, 753,681, and 867,473.



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Word Mark HOT WHEELS MATTEL
Goods and Services IC 028. US 022 023 038 050. G & S: toy vehicle [and raceset; namely, launcher, tracks, building structures,] and accessories therefor. FIRST USE: 19821200. FIRST USE IN COMMERCE: 19821200
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code 01.15.15 - Fire (flames), emanating from objects, words or numbers
26.01.07 - Circles with a decorative border, including scalloped, ruffled and zig-zag edges
26.01.21 - Circles that are totally or partially shaded.
26.05.21 - Triangles that are completely or partially shaded
26.05.25 - Triangles with one or more curved sides
Serial Number 74370601
Filing Date March 22, 1993
Current Basis 1A
Original Filing Basis 1A
Published for Opposition September 21, 1993
Registration Number 1810905
Registration Date December 14, 1993
Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD El Segundo CALIFORNIA 90245
Attorney of Record MATT SOLMON
Prior Registrations 0635129;0843156;0907266;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20131018.
Renewal 2ND RENEWAL 20131018
Live/Dead Indicator LIVE

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Mark: HOT WHEELS MATTEL



US Serial Number: 74370601

Application Filing Date: Mar. 22, 1993

US Registration Number: 1810905

Registration Date: Dec. 14, 1993

Register: Principal

Mark Type: Trademark

TM5 Common Status

LIVE/REGISTRATION/Issued and Active

Descriptor:



The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Oct. 18, 2013

Publication Date: Sep. 21, 1993

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 28

Prior U.S. Cl.: 22

United States Patent and Trademark Office **Reg. No. 1,810,905**
Registered Dec. 14, 1993

**TRADEMARK
PRINCIPAL REGISTER**



MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 902455012

FOR: TOY VEHICLE AND RACESET;
NAMELY, LAUNCHER, TRACKS, BUILDING
STRUCTURES, AND ACCESSORIES THERE-
FOR, IN CLASS 28 (U.S. CL. 22).

FIRST USE 12-0-1982; IN COMMERCE
12-0-1982.

OWNER OF U.S. REG. NOS. 635,129, 907,266
AND OTHERS.

SER. NO. 74-370,601, FILED 3-22-1993.

PAUL F. GAST, EXAMINING ATTORNEY



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Word Mark	HOT WHEELS MATTEL
Goods and Services	IC 025. US 022 039. G & S: clothing, namely tee shirts. FIRST USE: 19950100. FIRST USE IN COMMERCE: 19950100
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.15.03 - Fire (flames), other than emanating from objects, words, numbers, fireplaces or candles; Flames, other than flames emanating from objects, words, numbers, fireplaces or candles 09.01.02 - Embroidery; Labels, clothing; Stitching, not on clothing pockets 26.01.07 - Circles with a decorative border, including scalloped, ruffled and zig-zag edges 26.17.07 - Heat, lines depicting; Lines depicting speed, propulsion, heat or wind; Propulsion, lines depicting; Speed, lines depicting; Wind, lines depicting
Serial Number	74636632
Filing Date	February 21, 1995
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 19, 1995
Registration Number	1961774
Registration Date	March 12, 1996
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 Continental Boulevard El Segundo CALIFORNIA 902455012
Attorney of Record	MATT SOLMON
Prior Registrations	0843156;0884563;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160209.
Renewal	2ND RENEWAL 20160209
Live/Dead Indicator	LIVE

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Mark: HOT WHEELS MATTEL



US Serial Number: 74636632

Application Filing Date: Feb. 21, 1995

US Registration Number: 1961774

Registration Date: Mar. 12, 1996

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 09, 2016

Publication Date: Dec. 19, 1995

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office **Reg. No. 1,961,774**
Registered Mar. 12, 1996

**TRADEMARK
PRINCIPAL REGISTER**



MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 902455012

OWNER OF U.S. REG. NOS. 843,156, 884,563
AND OTHERS.

FOR: CLOTHING, NAMELY TEE SHIRTS, IN
CLASS 25 (U.S. CLS. 22 AND 39).
FIRST USE 1-0-1995; IN COMMERCE
1-0-1995.

SER. NO. 74-636,632, FILED 2-21-1995.

MARY C. MACK, EXAMINING ATTORNEY



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Typed Drawing

Word Mark

MATTEL

Goods and Services

(CANCELLED) IC 009. US 021 023 026 036 038. G & S: [prerecorded computer storytelling software, audio and video cassettes featuring games and storytelling, musical sound recordings featuring games and storytelling, audio sound recordings featuring games and storytelling and video sound recordings featuring games and storytelling, screensaver programs, CD-ROM featuring directories of toy vehicles, all for informational, educational and entertainment uses; and, merchandising kiosks for use with computer software, audio sound and video sound recordings, and the like, for informational, educational and entertainment uses]. FIRST USE: 19971025. FIRST USE IN COMMERCE: 19971025

(CANCELLED) IC 028. US 022 023 038 050. G & S: [coin-operated arcade games, prerecorded computer game cartridges, cassettes, cards, discs and programs for informational, educational and entertainment uses; electronic hand-held games; computer game joysticks, adapters, connectors and controllers for use with prerecorded computer software, audio and video cassettes, CD-ROM, game cartridges, game cassettes, game cards and game discs, all for informational, educational and entertainment uses; castridges, cards, discs and programs for informational, educational and entertainment uses]. FIRST USE: 19510315. FIRST USE IN COMMERCE: 19510315

IC 042. US 100 101. G & S: providing access to interactive computer on-line services featuring games, stories and directories for toys, games and sporting goods. FIRST USE: 19961100. FIRST USE IN COMMERCE: 19961100

Mark Drawing Code

(1) TYPED DRAWING

Serial Number

74647817

Filing Date

March 16, 1995

Current Basis

1A

Original Filing Basis

1B

Published for Opposition

March 12, 1996

Change In Registration

CHANGE IN REGISTRATION HAS OCCURRED

Registration Number

2152707

Registration Date

April 21, 1998

Owner

(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE TWR 15-1 333 Continental Boulevard **El Segundo** CALIFORNIA 902455012

Attorney of Record

MICHAEL MOORE

Prior Registrations

0753681;AND OTHERS

Type of Mark

TRADEMARK. SERVICE MARK

Register

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081107. PARTIAL SECTION 8(10-YR) 20181108.

Renewal

2ND RENEWAL 20181108

Live/Dead Indicator

LIVE

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Mark: MATTEL

No Image exists for this case.

US Serial Number: 74647817

Application Filing Date: Mar. 16, 1995

US Registration Number: 2152707

Registration Date: Apr. 21, 1998

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Nov. 08, 2018

Publication Date: Mar. 12, 1996

Notice of Allowance Date: Jun. 04, 1996

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cls.: 9, 28, and 42

Prior U.S. Cls.: 21, 22, 23, 26, 36, 38, 50, 100, and 101

Reg. No. 2,152,707

United States Patent and Trademark Office

Registered Apr. 21, 1998

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

MATTEL

MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 902455012

FOR: PRERECORDED COMPUTER STORYTELLING SOFTWARE, AUDIO AND VIDEO CASSETTES FEATURING GAMES AND STORYTELLING, MUSICAL SOUND RECORDINGS FEATURING GAMES AND STORYTELLING, AUDIO SOUND RECORDINGS FEATURING GAMES AND STORYTELLING AND VIDEO SOUND RECORDINGS FEATURING GAMES AND STORYTELLING, SCREENSAVER PROGRAMS, CD-ROM FEATURING DIRECTORIES OF TOY VEHICLES, ALL FOR INFORMATIONAL, EDUCATIONAL AND ENTERTAINMENT USES; AND, MERCHANDISING KIOSKS FOR USE WITH COMPUTER SOFTWARE, AUDIO SOUND AND VIDEO SOUND RECORDINGS, AND THE LIKE, FOR INFORMATIONAL, EDUCATIONAL AND ENTERTAINMENT USES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-25-1997; IN COMMERCE 10-25-1997.

FOR: COIN-OPERATED ARCADE GAMES, PRERECORDED COMPUTER GAME CARTRIDGES, CASSETES, CARDS, DISCS AND PROGRAMS FOR INFORMATIONAL, EDUCATIONAL AND ENTERTAINMENT USES;

AND ENTERTAINMENT USES; ELECTRONIC HAND-HELD GAMES; COMPUTER GAME JOYSTICKS, ADAPTERS, CONNECTORS AND CONTROLLERS FOR USE WITH PRERECORDED COMPUTER SOFTWARE, AUDIO AND VIDEO CASSETTES, CD-ROM, GAME CARTRIDGES, GAME CASSETTES, GAME CARDS AND GAME DISCS, ALL FOR INFORMATIONAL, EDUCATIONAL AND ENTERTAINMENT USES; CASTRIDGES, CARDS, DISCS AND PROGRAMS FOR INFORMATIONAL, EDUCATIONAL AND ENTERTAINMENT USES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 3-15-1951; IN COMMERCE 3-15-1951.

FOR: PROVIDING ACCESS TO INTERACTIVE COMPUTER ON-LINE SERVICES FEATURING GAMES, STORIES AND DIRECTORIES FOR TOYS, GAMES AND SPORTING GOODS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 11-0-1996; IN COMMERCE 11-0-1996.

OWNER OF U.S. REG. NO. 753,681 AND OTHERS.

SN 74-647,817, FILED 3-16-1995.

JOSETTE BEVERLY, EXAMINING ATTORNEY



United States Patent and Trademark Office

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[FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[Logout](#) Please logout when you are done to release system resources allocated for you.[Start](#) [List At:](#) [OR](#) [Jump](#) to record: **Record 16 out of 22**[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**THE MATTEL TOY STORE**

Word Mark	THE MATTEL TOY STORE
Goods and Services	IC 035. US 100 101 102. G & S: RETAIL STORE SERVICES FEATURING TOYS. FIRST USE: 20030601. FIRST USE IN COMMERCE: 20030601
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77102426
Filing Date	February 8, 2007
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 22, 2008
Registration Number	3540894
Registration Date	December 2, 2008
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE MAIL STOP M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0635129;0753681;0898209;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TOY STORE" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20180901.
Renewal	1ST RENEWAL 20180901
Live/Dead Indicator	LIVE

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Mark: THE MATTEL TOY STORE

THE MATTEL TOY STORE

US Serial Number: 77102426

Application Filing Date: Feb. 08, 2007

US Registration Number: 3540894

Registration Date: Dec. 02, 2008

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 01, 2018

Publication Date: Jan. 22, 2008

Notice of Allowance Date: Apr. 15, 2008

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 3,540,894

United States Patent and Trademark Office

Registered Dec. 2, 2008

**SERVICE MARK
PRINCIPAL REGISTER**

THE MATTEL TOY STORE

MATTEL, INC. (DELAWARE CORPORATION)
MAIL STOP M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

OWNER OF U.S. REG. NOS. 635,129, 898,209, AND
OTHERS.

FOR: RETAIL STORE SERVICES FEATURING
TOYS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "TOY STORE", APART FROM THE
MARK AS SHOWN.

FIRST USE 6-1-2003; IN COMMERCE 6-1-2003.

SN 77-102,426, FILED 2-8-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

MICHAEL LITZAU, EXAMINING ATTORNEY



United States Patent and Trademark Office

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[NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#) Please logout when you are done to release system resources allocated for you. List At: OR to record: **Record 15 out of 22**[TSDR](#)[ASSIGN Status](#)[TTAB Status](#)*(Use the "Back" button of the Internet Browser to return to TESS)*

Typed Drawing

Word Mark	MATTEL
Goods and Services	IC 035. US 100 101 102. G & S: RETAIL STORE SERVICES FOR A FULL LINE OF TOYS AND CHILDREN'S PRODUCTS. FIRST USE: 20060731. FIRST USE IN COMMERCE: 20060731
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78229813
Filing Date	March 25, 2003
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 25, 2004
Registration Number	3165874
Registration Date	October 31, 2006
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0898209;2152707;2635558
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20161109.
Renewal	1ST RENEWAL 20161109
Live/Dead Indicator	LIVE

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Mark: MATTEL

No Image exists for this case.

US Serial Number: 78229813

Application Filing Date: Mar. 25, 2003

US Registration Number: 3165874

Registration Date: Oct. 31, 2006

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Nov. 09, 2016

Publication Date: May 25, 2004

Notice of Allowance Date: Aug. 17, 2004

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 3,165,874

United States Patent and Trademark Office

Registered Oct. 31, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

MATTEL

MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BLVD.
EL SEGUNDO, CA 902455012

OWNER OF U.S. REG. NOS. 898,209, 2,152,707,
AND 2,635,558.

FOR: RETAIL STORE SERVICES FOR A FULL
LINE OF TOYS AND CHILDREN'S PRODUCTS, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).

SN 78-229,813, FILED 3-25-2003.

FIRST USE 7-31-2006; IN COMMERCE 7-31-2006.

GINA HAYES, EXAMINING ATTORNEY



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[PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[Logout](#) Please logout when you are done to release system resources allocated for you.[Start](#) List At: OR [Jump](#) to record: **Record 14 out of 22**[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**MATTEL**

Word Mark MATTEL

Goods and Services IC 036. US 100 101 102. G & S: BANKING AND FINANCIAL-RELATED SERVICES, NAMELY, DEBIT CARD AND CREDIT CARD SERVICES. FIRST USE: 20070223. FIRST USE IN COMMERCE: 20070223

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78404591

Filing Date April 20, 2004

Current Basis 1A

Original Filing Basis 1B

Published for Opposition June 20, 2006

Registration Number 3298755

Registration Date September 25, 2007

Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BLVD. EL SEGUNDO CALIFORNIA 90245

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record MICHAEL MOORE

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20170518.

Renewal 1ST RENEWAL 20170518

Live/Dead Indicator LIVE

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[PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

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Mark: MATTEL

MATTEL

US Serial Number: 78404591

Application Filing Date: Apr. 20, 2004

US Registration Number: 3298755

Registration Date: Sep. 25, 2007

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: May 18, 2017

Publication Date: Jun. 20, 2006

Notice of Allowance Date: Sep. 12, 2006

Mark Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 36

Prior U.S. Cls.: 100, 101, and 102

Reg. No. 3,298,755

United States Patent and Trademark Office

Registered Sep. 25, 2007

**SERVICE MARK
PRINCIPAL REGISTER**

MATTEL

MATTEL, INC. (DELAWARE CORPORATION)
MI-1518
333 CONTINENTAL BLVD.
EL SEGUNDO, CA 90245

FOR: BANKING AND FINANCIAL-RELATED
SERVICES, NAMELY, DEBIT CARD AND CREDIT
CARD SERVICES, IN CLASS 36 (U.S. CLS. 100, 101
AND 102).

FIRST USE 2-23-2007; IN COMMERCE 2-23-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

SN 78-404,591, FILED 4-20-2004.

HOWARD B. LEVINE, EXAMINING ATTORNEY



United States Patent and Trademark Office

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MATTEL

Word Mark	MATTEL
Goods and Services	IC 036. US 100 101 102. G & S: CHARITABLE FUNDRAISING SERVICES. FIRST USE: 19780822. FIRST USE IN COMMERCE: 19780822
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78583610
Filing Date	March 9, 2005
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	October 18, 2005
Registration Number	3041794
Registration Date	January 10, 2006
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0753681;0898209;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20151027.
Renewal	1ST RENEWAL 20151027
Live/Dead Indicator	LIVE

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STATUS **DOCUMENTS** **MAINTENANCE**

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Mark: MATTEL

MATTEL

US Serial Number: 78583610

Application Filing Date: Mar. 09, 2005

US Registration Number: 3041794

Registration Date: Jan. 10, 2006

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Oct. 27, 2015

Publication Date: Oct. 18, 2005

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

Reg. No. 3,041,794

United States Patent and Trademark Office

Registered Jan. 10, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

MATTEL

MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BLVD.
EL SEGUNDO, CA 902455012

FOR: CHARITABLE FUNDRAISING SERVICES,
IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-22-1978; IN COMMERCE 8-22-1978.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 753,681, 898,209 AND
OTHERS.

SER. NO. 78-583,610, FILED 3-9-2005.

BRENDAN REGAN, EXAMINING ATTORNEY



United States Patent and Trademark Office

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[FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[Logout](#) Please logout when you are done to release system resources allocated for you.[Start](#) [List At:](#) [OR](#) [Jump](#) to record: **Record 12 out of 22**[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**MATTEL CHILDREN'S
FOUNDATION**

Word Mark	MATTEL CHILDREN'S FOUNDATION
Goods and Services	IC 036. US 100 101 102. G & S: CHARITABLE FUNDRAISING SERVICES. FIRST USE: 19780822. FIRST USE IN COMMERCE: 19780822
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78583616
Filing Date	March 9, 2005
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 2, 2006
Registration Number	3119649
Registration Date	July 25, 2006
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0753681;0898209;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CHILDREN'S FOUNDATION" APART FROM THE MARK AS SHOWN
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20160822.
Renewal	1ST RENEWAL 20160822
Live/Dead Indicator	LIVE

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BULK DATA: Since May 7 at 12 a.m., the TSDR Application Programming Interface (API) has not included all information. Images of trademark registration certificates issued since July 2016 and some office actions are absent in the API. Customers who need to retrieve a copy of a registration certificate or an office action should download it directly from the TSDR documents tab.

INTERMITTENT SYSTEM ISSUES: Due to high-volume usage, you may experience intermittent issues on the Trademark Status and Document Retrieval (TSDR) system between 6 – 8 a.m. ET. Refreshing your web browser should resolve the issue. If you still need assistance accessing a document, email teas@uspto.gov and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

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Mark: MATTEL CHILDREN'S FOUNDATION

**MATTEL CHILDREN'S
FOUNDATION**

US Serial Number: 78583616

Application Filing Date: Mar. 09, 2005

US Registration Number: 3119649

Registration Date: Jul. 25, 2006

Register: Principal

Mark Type: Service Mark

**TM5 Common Status
Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 22, 2016

Publication Date: May 02, 2006

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

Int. Cl.: 36

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 3,119,649

Registered July 25, 2006

**SERVICE MARK
PRINCIPAL REGISTER**

**MATTEL CHILDREN'S
FOUNDATION**

MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BLVD.
EL SEGUNDO, CA 902455012

OWNER OF U.S. REG. NOS. 753,681, 898,209 AND
OTHERS.

FOR: CHARITABLE FUNDRAISING SERVICES,
IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "CHILDREN'S FOUNDATION",
APART FROM THE MARK AS SHOWN.

FIRST USE 8-22-1978; IN COMMERCE 8-22-1978.

SER. NO. 78-583,616, FILED 3-9-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

BRENDAN REGAN, EXAMINING ATTORNEY



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MATTEL

Word Mark	MATTEL
Goods and Services	IC 042. US 100 101. G & S: COMPUTER SERVICES, NAMELY, CREATING AN ONLINE COMMUNITY FOR REGISTERED USERS TO PARTICIPATE IN DISCUSSIONS, GET FEEDBACK FROM PEERS AND ENGAGE IN SOCIAL NETWORKING. FIRST USE: 20091015. FIRST USE IN COMMERCE: 20091015
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85103899
Filing Date	August 10, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 11, 2011
Registration Number	4077785
Registration Date	December 27, 2011
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	3041794;3119639;3119649;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

BULK DATA: Since May 7 at 12 a.m., the TSDR Application Programming Interface (API) has not included all information. Images of trademark registration certificates issued since July 2016 and some office actions are absent in the API. Customers who need to retrieve a copy of a registration certificate or an office action should download it directly from the TSDR documents tab.

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Mark: MATTEL

MATTEL

US Serial Number: 85103899

Application Filing Date: Aug. 10, 2010

US Registration Number: 4077785

Registration Date: Dec. 27, 2011

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Aug. 07, 2017

Publication Date: Jan. 11, 2011

Notice of Allowance Date: Mar. 08, 2011

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States of America
United States Patent and Trademark Office

MATTEL

Reg. No. 4,077,785

Registered Dec. 27, 2011

Int. Cl.: 42

SERVICE MARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
333 CONTINENTAL BOULEVARD
M1-1518
EL SEGUNDO, CA 90245

FOR: COMPUTER SERVICES, NAMELY, CREATING AN ONLINE COMMUNITY FOR REGISTERED USERS TO PARTICIPATE IN DISCUSSIONS, GET FEEDBACK FROM PEERS AND ENGAGE IN SOCIAL NETWORKING, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 10-15-2009; IN COMMERCE 10-15-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,041,794, 3,119,649, AND OTHERS.

SN 85-103,899, FILED 8-10-2010.

VIVIAN MICZNIK FIRST, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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MATTEL

Word Mark	MATTEL
Goods and Services	IC 035. US 100 101 102. G & S: COMPUTERIZED ONLINE ORDERING SERVICES IN THE FIELD OF TOYS, GAMES AND PLAYTHINGS; ELECTRONIC COMMERCE SERVICES, NAMELY, PROVIDING INFORMATION ABOUT PRODUCTS VIA TELECOMMUNICATION NETWORKS FOR ADVERTISING AND SALES PURPOSES. FIRST USE: 20091015. FIRST USE IN COMMERCE: 20091015
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85103961
Filing Date	August 10, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 31, 2011
Registration Number	4106374
Registration Date	February 28, 2012
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE TWR 15-1 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0753681;2835826;3165874;AND OTHERS
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

BULK DATA: Since May 7 at 12 a.m., the TSDR Application Programming Interface (API) has not included all information. Images of trademark registration certificates issued since July 2016 and some office actions are absent in the API. Customers who need to retrieve a copy of a registration certificate or an office action should download it directly from the TSDR documents tab.

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Mark: MATTEL

MATTEL

US Serial Number: 85103961

Application Filing Date: Aug. 10, 2010

US Registration Number: 4106374

Registration Date: Feb. 28, 2012

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Feb. 06, 2018

Publication Date: May 31, 2011

Notice of Allowance Date: Jul. 26, 2011

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States of America

United States Patent and Trademark Office

MATTEL

Reg. No. 4,106,374

Registered Feb. 28, 2012

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: COMPUTERIZED ONLINE ORDERING SERVICES IN THE FIELD OF TOYS, GAMES AND PLAYTHINGS; ELECTRONIC COMMERCE SERVICES, NAMELY, PROVIDING INFORMATION ABOUT PRODUCTS VIA TELECOMMUNICATION NETWORKS FOR ADVERTISING AND SALES PURPOSES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-15-2009; IN COMMERCE 10-15-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 753,681, 3,165,874, AND OTHERS.

SN 85-103,961, FILED 8-10-2010.

ANN E. SAPPENFIELD, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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MATTEL 12 DAYS OF PLAY

Word Mark MATTEL 12 DAYS OF PLAY
Goods and Services IC 035. US 100 101 102. G & S: ADMINISTRATION OF A PROGRAM TO PROMOTE COMMUNITY SERVICE. FIRST USE: 20101214. FIRST USE IN COMMERCE: 20101214
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85264572
Filing Date March 11, 2011
Current Basis 1A
Original Filing Basis 1B
Published for Opposition August 16, 2011
Registration Number 4485512
Registration Date February 18, 2014
Owner (REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record DONALD AIKEN
Prior Registrations 0753681;0898209;3165874;AND OTHERS
Type of Mark SERVICE MARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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Mark: MATTEL 12 DAYS OF PLAY

MATTEL 12 DAYS OF PLAY

US Serial Number: 85264572

Application Filing Date: Mar. 11, 2011

US Registration Number: 4485512

Registration Date: Feb. 18, 2014

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Feb. 18, 2014

Publication Date: Aug. 16, 2011

Notice of Allowance Date: Oct. 11, 2011

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

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United States of America

United States Patent and Trademark Office

MATTEL 12 DAYS OF PLAY

Reg. No. 4,485,512

Registered Feb. 18, 2014

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: ADMINISTRATION OF A PROGRAM TO PROMOTE COMMUNITY SERVICE, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-14-2010; IN COMMERCE 12-14-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 753,681, 3,165,874, AND OTHERS.

SN 85-264,572, FILED 3-11-2011.

NANCY CLARKE, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office



United States Patent and Trademark Office

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MATTEL GAMES

Word Mark	MATTEL GAMES
Goods and Services	IC 028. US 022 023 038 050. G & S: ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING BOARD GAMES, PARLOR GAMES, PARTY GAMES, PLAYING CARDS AND CARD GAMES. FIRST USE: 20130618. FIRST USE IN COMMERCE: 20130618
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85515936
Filing Date	January 13, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	November 20, 2012
Registration Number	4400887
Registration Date	September 10, 2013
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE TWR 15-1 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0635129;0753681;0898209;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GAMES" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

BULK DATA: Since May 7 at 12 a.m., the TSDR Application Programming Interface (API) has not included all information. Images of trademark registration certificates issued since July 2016 and some office actions are absent in the API. Customers who need to retrieve a copy of a registration certificate or an office action should download it directly from the TSDR documents tab.

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Mark: MATTEL GAMES

MATTEL GAMES

US Serial Number: 85515936

Application Filing Date: Jan. 13, 2012

US Registration Number: 4400887

Registration Date: Sep. 10, 2013

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jun. 16, 2019

Publication Date: Nov. 20, 2012

Notice of Allowance Date: Jan. 15, 2013

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

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United States of America

United States Patent and Trademark Office

MATTEL GAMES

Reg. No. 4,400,887

Registered Sep. 10, 2013

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING BOARD GAMES, PARLOR GAMES, PARTY GAMES, PLAYING CARDS AND CARD GAMES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-18-2013; IN COMMERCE 6-18-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 635,129, 898,209, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GAMES", APART FROM THE MARK AS SHOWN.

SN 85-515,936, FILED 1-13-2012.

JAMES LOVELACE, EXAMINING ATTORNEY



Lea Street Lee

Acting Director of the United States Patent and Trademark Office



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Word Mark	M MATTEL GAMES
Goods and Services	IC 028. US 022 023 038 050. G & S: ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING BOARD GAMES, PARLOR GAMES, PARTY GAMES, PLAYING CARDS AND CARD GAMES. FIRST USE: 20130618. FIRST USE IN COMMERCE: 20130618
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.11.16 - Faces, smiley ; Smiley faces 26.01.02 - Circles, plain single line ; Plain single line circles 26.01.06 - Circles, semi ; Semi-circles 26.01.13 - Circles, two (not concentric) ; Two circles 27.03.01 - Geometric figures forming letters, numerals or punctuation
Serial Number	85525357
Filing Date	January 25, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	November 20, 2012
Registration Number	4400906
Registration Date	September 10, 2013
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE TWR 15-1 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MICHAEL MOORE
Prior Registrations	0635129;0753681;0898209;AND OTHERS
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GAMES" APART FROM THE MARK AS SHOWN
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of THE WORDS "MATTEL GAMES" BELOW A DESIGN OF THE LETTER "M" WITHIN ANOTHER LETTER "M" WITH TWO DOTS AND TWO QUARTER CIRCLES THAT FORM A SMILING FACE DESIGN IN THE CENTER.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

BULK DATA: Since May 7 at 12 a.m., the TSDR Application Programming Interface (API) has not included all information. Images of trademark registration certificates issued since July 2016 and some office actions are absent in the API. Customers who need to retrieve a copy of a registration certificate or an office action should download it directly from the TSDR documents tab.

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Mark: M MATTEL GAMES



US Serial Number: 85525357

Application Filing Date: Jan. 25, 2012

US Registration Number: 4400906

Registration Date: Sep. 10, 2013

Register: Principal

Mark Type: Trademark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jun. 16, 2019

Publication Date: Nov. 20, 2012

Notice of Allowance Date: Jan. 15, 2013

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States of America

United States Patent and Trademark Office



Reg. No. 4,400,906

Registered Sep. 10, 2013

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

MATTEL, INC. (DELAWARE CORPORATION)
M1-1518
333 CONTINENTAL BOULEVARD
EL SEGUNDO, CA 90245

FOR: ACTION SKILL GAMES, BOARD GAMES, CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING CARD GAMES, EQUIPMENT SOLD AS A UNIT FOR PLAYING BOARD GAMES, PARLOR GAMES, PARTY GAMES, PLAYING CARDS AND CARD GAMES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-18-2013; IN COMMERCE 6-18-2013.

OWNER OF U.S. REG. NOS. 635,129, 898,209, AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GAMES", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF THE WORDS "MATTEL GAMES" BELOW A DESIGN OF THE LETTER "M" WITHIN ANOTHER LETTER "M" WITH TWO DOTS AND TWO QUARTER CIRCLES THAT FORM A SMILING FACE DESIGN IN THE CENTER.

SN 85-525,357, FILED 1-25-2012.

JAMES LOVELACE, EXAMINING ATTORNEY



Lisa Street Lee

Acting Director of the United States Patent and Trademark Office



United States Patent and Trademark Office

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MY MATTEL IDEAS

Word Mark	MY MATTEL IDEAS
Goods and Services	IC 042. US 100 101. G & S: PROVIDING A CROWD SOURCING WEBSITE FOR RESEARCH AND DEVELOPMENT OF NEW PRODUCTS AND SERVICES THAT ALLOWS USERS TO SUBMIT PRODUCT IDEAS FOR TOYS, GAMES, PLAYTHINGS, BABY GEAR AND INFANT PRODUCTS. FIRST USE: 20170430. FIRST USE IN COMMERCE: 20170430
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87458710
Filing Date	May 22, 2017
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 19, 2017
Registration Number	5350668
Registration Date	December 5, 2017
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE M1-1518 333 CONTINENTAL BOULEVARD EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MATT SOLMON
Prior Registrations	0753681;0898209;4077785
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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Mark: MY MATTEL IDEAS

MY MATTEL IDEAS

US Serial Number: 87458710

Application Filing Date: May 22, 2017

US Registration Number: 5350668

Registration Date: Dec. 05, 2017

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status

Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 05, 2017

Publication Date: Sep. 19, 2017

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States of America

United States Patent and Trademark Office

MY MATTEL IDEAS

Reg. No. 5,350,668

Registered Dec. 05, 2017

Int. Cl.: 42

Service Mark

Principal Register

MATTEL, INC. (DELAWARE CORPORATION)

M1-1518

333 Continental Boulevard

El Segundo, CALIFORNIA 90245

CLASS 42: PROVIDING A CROWD SOURCING WEBSITE FOR RESEARCH AND DEVELOPMENT OF NEW PRODUCTS AND SERVICES THAT ALLOWS USERS TO SUBMIT PRODUCT IDEAS FOR TOYS, GAMES, PLAYTHINGS, BABY GEAR AND INFANT PRODUCTS

FIRST USE 4-30-2017; IN COMMERCE 4-30-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4077785, 0898209, 0753681

SER. NO. 87-458,710, FILED 05-22-2017



Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office



United States Patent and Trademark Office

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THE MATTEL VAULT

Word Mark	MV THE MATTEL VAULT
Goods and Services	IC 028. US 022 023 038 050. G & S: TOY ACTION FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURE PLAY SETS AND ACCESSORIES THEREFOR; TOY VEHICLES AND ACCESSORIES THEREFOR, TOY VEHICLE PLAY SETS AND ACCESSORIES THEREFOR. FIRST USE: 20180510. FIRST USE IN COMMERCE: 20180510
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	87480316
Filing Date	June 8, 2017
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 31, 2017
Registration Number	5536939
Registration Date	August 7, 2018
Owner	(REGISTRANT) MATTEL, INC. CORPORATION DELAWARE 333 CONTINENTAL BOULEVARD TWR 15-1 EL SEGUNDO CALIFORNIA 90245
Attorney of Record	MATT SOLMON
Prior Registrations	0753681;2152707;3165874;AND OTHERS
Description of Mark	The color(s) GOLD is/are claimed as a feature of the mark. The mark consists of a stylized letter "M" within a stylized letter "V", above the wording "THE MATTEL VAULT", all in the color gold. The color white represents background, outlining, shading, and/or transparent areas and is not part of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

BULK DATA: Since May 7 at 12 a.m., the TSDR Application Programming Interface (API) has not included all information. Images of trademark registration certificates issued since July 2016 and some office actions are absent in the API. Customers who need to retrieve a copy of a registration certificate or an office action should download it directly from the TSDR documents tab.

INTERMITTENT SYSTEM ISSUES: Due to high-volume usage, you may experience intermittent issues on the Trademark Status and Document Retrieval (TSDR) system between 6 – 8 a.m. ET. Refreshing your web browser should resolve the issue. If you still need assistance accessing a document, email teas@uspto.gov and include your serial number, the document you are looking for, and a screenshot of any error messages you have received.

STATUS **DOCUMENTS** **MAINTENANCE**

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Mark: MV THE MATTEL VAULT



US Serial Number: 87480316

Application Filing Date: Jun. 08, 2017

US Registration Number: 5536939

Registration Date: Aug. 07, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark

**TM5 Common Status
Descriptor:**



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Aug. 07, 2018

Publication Date: Oct. 31, 2017

Notice of Allowance Date: Dec. 26, 2017

Mark Information

Related Properties Information

Goods and Services

Basis Information (Case Level)

Current Owner(s) Information

Attorney/Correspondence Information

Prosecution History

TM Staff and Location Information

Assignment Abstract Of Title Information - Click to Load

Proceedings - Click to Load

United States of America

United States Patent and Trademark Office



Reg. No. 5,536,939

Registered Aug. 07, 2018

Int. Cl.: 28

Trademark

Principal Register

MATTEL, INC. (DELAWARE CORPORATION)
333 Continental Boulevard
Twr 15-1
El Segundo, CALIFORNIA 90245

CLASS 28: TOY ACTION FIGURES AND ACCESSORIES THEREFOR, TOY ACTION FIGURE PLAY SETS AND ACCESSORIES THEREFOR; TOY VEHICLES AND ACCESSORIES THEREFOR, TOY VEHICLE PLAY SETS AND ACCESSORIES THEREFOR

FIRST USE 5-10-2018; IN COMMERCE 5-10-2018

The color(s) GOLD is/are claimed as a feature of the mark.

The mark consists of a stylized letter "M" within a stylized letter "V", above the wording "THE MATTEL VAULT", all in the color gold. The color white represents background, outlining, shading, and/or transparent areas and is not part of the mark.

OWNER OF U.S. REG. NO. 3165874, 2152707, 0753681

SER. NO. 87-480,316, FILED 06-08-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office